

With **UNITED** **ARTISTS** **AROUND THE WORLD**

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES

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1933 WEARS A SHOWMAN'S HAT

A New Year!

Ordinarily that simply calls for a lot of new resolutions. But 1933 is not just another new year. It is a revolutionary new year!

And you can't fight revolutions with resolutions!

1933 demands action!

It clamors for a lot of hard work and plenty of sweat. It puts a premium, as never before, on super-showmanship. It cries aloud for more aggressive selling, more intensive exploitation, more concentrated thinking.

There may be a budget limit on advertising dollars, but there is no budget limit on effort, energy, enthusiasm and ideas!

Mark my words, you'll need every ounce of originality, resourcefulness and merchandising ability you possess to do justice to the money-making array of United Artists hits that are coming.

This is no time to run short on courage or confidence, on fighting spirit or iron determination.

The results during the first three months of 1933 will tell the tale - whether you've rolled up your sleeves and put your shoulder to the wheel, or whether you're just coasting along on the momentum of 1932.

Never before in the history of United Artists have you had a better opportunity to show the stuff you're made of - to prove yourself either a somebody or a nobody - a showman or a sham!

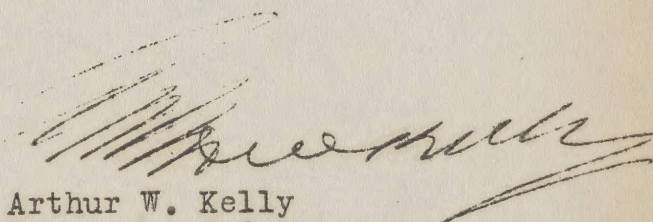
Are you going to alibi yourself or glorify yourself in 1933?

You've got the product!

You've got the will to win!

Follow through!

Make 1933 a banner year!


Arthur W. Kelly
Vice-President & Treasurer

HOME OFFICE PREPARING
SPANISH ANNOUNCEMENT BOOK

Before he left for Europe, Mr. Kelly authorized the publication of a 32-page, two color, size 9½ x 12½, Spanish announcement book, which will contain not only the new U.A. lineup of product but the B&D pictures of the 1932 group, to be distributed in Spanish and Portuguese speaking territories. The book, of which 7,500 copies will be printed, will be off the press sometime in January, and will be shipped out to all Spanish and Portuguese speaking offices for local distribution to exhibitors. Each copy is enclosed in an envelope, allowing for individual mailing. All other offices will receive sample copies of the book, along with mimeographed English translation of the Spanish text. The plates of the book will be available later to our London office for such use as they care to make of them. The book was laid out in such a way that, with one or two exceptions, there is no overlapping of text and art work, making the cuts readily available for use in any language.

A RECORD-BREAKING "KID"

At its first popular price showing, "The Kid from Spain" broke all attendance week-end records at the United Artists Theatre in San Francisco. Business for Saturday, Sunday and Monday exceeded the corresponding week-ends for "Palmy Days," "Arrowsmith," "Street Scene" and even Charlie Chaplin, according to the management. Some "Kid"!

"BITTER SWEET" FIRST

U.A-B.&D. PRODUCTION

Announcement has just been made that British and Dominions have secured the exclusive talking rights to Noel Coward's world-famous musical play, "Bitter Sweet," and that Herbert Wilcox will personally direct this picture, the first to be released by United Artists throughout the world under the 1933 contract. "A Cup of Kindness," originally scheduled as the initial production, has been postponed. The fact that B&D acquired such an outstanding theatrical property, for which there had been spirited bidding, and will produce it on a tremendous scale with an all-star cast, is indicative of its determination to turn over to United Artists only pictures of sure-fire entertainment value and box office appeal.

RIVOLI SENDS OUT S.O.S.

AS "CYNARA" OPENS TO S.R.O.

S.O.S., meaning "Same Old Story" was the welcome word flashed on Saturday, December 24, from the Rivoli Theatre, New York, where "Cynara" opened to S.R.O. business. Not only were the box office receipts for the first three days greater than the average weekly intake of the house, but the receipts on the fifth day exceeded those of the fourth by almost a thousand dollars and the gross on the sixth was even greater than that of the fifth. The enthusiastic reception by the public was echoed by the critics in their laudatory reviews, excerpts of which we append below:

"Cynara" is a picture for all the lovers in all the world. Mr. Colman does capitally with the main role, Henry Stephenson is superb in his original part, Kay Francis is, as ever, a visual delight and there can't be too great praise for Phyllis Barry. "Cynara" is a success.

- New York American

"Cynara" offers Mr. Colman one of his best cinema roles and he handles it with admirable understanding and sympathy.

- New York Sun

"Cynara" is beautifully acted by the three principals, Ronald Colman, Kay Francis and Phyllis Barry. It is sensitively directed by King Vidor and tastefully produced by Samuel Goldwyn. "Cynara" is far above the average program fare.

- New York Evening Journal

Mr. Colman endows his part with great dignity and charm. It is the excellence of Mr. Colman's performance which helps to make "Cynara" such an interesting picture.

- Brooklyn Daily Eagle

Mr. Colman's latest picture is adult, touching and convincing. Mr. Colman's role is one perfectly suited to him. "Cynara" is a refreshing picture for adults. Colman is at his best in it.

- New York Daily Mirror

There is a delicate beauty in "Cynara," a charm of acting and an understanding in direction that makes this film one worth seeing. Ronald Colman, as Jim, plays his role with all the assurance of an actor who knows, appreciates and understands the part he is to play. Phyllis Barry is excellent as Doris. Kay Francis is charming and emotionally effective as the wife. By all means see "Cynara." It is charming and delightful.

- New York Morning Telegraph

A WHISPER ABOUT "SECRETS"

Right now it's only a whisper, but pretty soon it will turn into a yell - "Secrets" looks like a knockout. A few days ago we saw a costume test which Mary Pickford sent to Home Office, and you would be amazed to see how young and beautiful she looks. It may sound incredible, but she could easily pass for a girl of twenty. And the first stills of the picture bear out the tests. They are the best made by our Mary in several years.

GLORIA SINGS AGAIN!

After having recorded the song she will sing in her latest picture, Gloria Swanson has put the finishing touches on "Perfect Understanding," and the film is now being edited. Thus the star returns to her singing, which was interrupted temporarily in "Tonight or Never," her last feature. In "Perfect Understanding" Miss Swanson sings a song written for her by Henry Sullivan, American composer who is making a name for himself in London. He will be remembered for such hits as "Falling in Love Again," "Mona Lisa" and "Song of Heart's Desire," among others. Gloria Swanson, who wanted to study for opera before she ever expected to go into motion pictures, made her singing debut, it will be recalled, in "The Trespasser". She sang two songs in that picture. In "What a Widow" she sang three, and in "Indiscreet" she sang two. But in "Tonight or Never" she didn't sing.

SECOND SWANSON PICTURE

TO BE MADE IN HOLLYWOOD

Gloria Swanson will not make a second picture in Europe, as it was announced from London she would. The next story, as yet untitled, will be photographed for the most part in Hollywood, but scenes contributing to it will be "shot" in the Basque country, on the borders of France and Spain. The story will concern itself with the Basques, and most of the atmosphere shots will be taken in the proper locale.

MORE EXPLOITATION ECHOES

We tip our hat

To Eduardo Gurt, manager in Barcelona, for being the first to get a magazine, "Film Selectos", to devote its cover to the special Mickey Mouse photo.

To Bernie Allen, manager in New Zealand, for his splendid exploitation campaign on "White Zombie" in Auckland, and his successful handling of the "United Artists Month" in his territory.

To Racine Guimaraes, branch manager of the Porto Alegre office in Brazil, for his showmanly 4-page tabloid newspaper on "Scarface."

To Murray Silverstone, general manager in Great Britain, for his private showing to the press of the new Mickey Mouse and Silly Symphonies. It resulted in column after column of laudatory publicity, and helped in booking these cartoons into five London theatres playing day and date beginning Christmas week.

To Henry Weiner, manager in Cuba, for one of the most complete publicity campaigns on "White Zombie" that has come to our attention.

To Ralph Doyle, general manager of Australasia, for his shrewd sales letter to exhibitors in which he cautioned them not to be stampeded into booking inferior product, and to keep plenty of open dates for U.A.'s new quality lineup to be announced soon.

To Guy Croswell Smith, general manager for Continental Europe, who doesn't hesitate to adopt a good idea when it's called to his attention. He is having Mickey Mouse stamps made up, following Mr. Baez's suggestion; and he is incorporating a small cut of Mickey (beating a drum and shouting, "I am now with United Artists") in all the ads of his feature pictures.

To Robb Lawson, publicity director in Great Britain, for the thorough manner in which he publicized "Scarface." Incidentally the picture played 46 London theatres in one week.

To Henri Rachet, branch manager of the Marseilles office, in whose territory a theatre playing "Scarface" obtained from the local police department the loan of all weapons taken from criminals. It made a tremendously exciting lobby display, and stimulated interest in the production.

MERCHANDISING "WHITE ZOMBIE"

Here are some of the successful stunts on this picture reported by our foreign offices:

In Great Britain, a theatre offered a prize of five pounds to any woman who would sit through a midnight showing of "White Zombie" by herself. Thousands of applications were received. The woman finally selected came through the ordeal in good shape. At one o'clock in the morning, when she left the theatre, a large crowd was on hand to applaud her.

In Sydney, an effective advance lobby display was arranged seven days before opening. Against a weird background, stood several men in ghastly makeup, representing Zombies. Uniformed attendant invited crowds that gathered to step inside to see a beautiful woman in a coffin, neither dead nor alive, but under the spell of Zombiism. Men were asked to remove their hats. At night the front was flooded with light. More than 50,000 people viewed this "free show".

In Brisbane, theatre manager arranged two window displays: in one he placed a huge coffin in which was a girl, apparently in a trance; in another he placed a real, live 4-foot vulture against a cob-web attic background. In addition to a couple of Zombies that paraded the streets, there was a perambulating float showing a desperate wild-eyed figure manacing a beautiful girl on a slab. Through newspaper tieup he ran the "White Zombie Famous Eyes Contest" (described in pressbook and in special bulletin sent to all offices).

In Toowoomba, N.Z., exhibitor, who is also owner of race horses, blanketed two white horses with black rugs on which "White Zombie" was lettered in white. Horses were ridden through main street on day of big race. Racing club so pleased they will call one of the coming events the "Zombie Handicap".

In Auckland, public interest in the great Australian race, the Melbourne Cup, was capitalized by gratis distribution of 10,000 special copies of the "New Zealand Sportsman" devoted mostly to "White Zombie", with space left on front page for the results of the race which were obtained by wireless. A beat was scored on the regular newspapers, and the stunt created city-wide comment. Greater share of the cost of the newspapers was borne by exhibitor and cooperative merchant advertising.

In London, one of the Zombies at the Dominion Theatre stood stock-still for two minutes periodically. Men were betting in the lobby whether he was a dummy or alive.

Remember it.....1933 WEARS A SHOWMAN'S HAT.....Act on it

IT'S UP TO YOU!

Some of the offices, like Great Britain, Australasia, Argentina, and Brazil are flooding us with material; others, like France, Mexico, Cristobal and Cuba are pretty steady contributors; a few write us occasionally; but there are any number of offices from which we have received no direct word regarding their publicity activities. We sincerely hope that the managers of those offices will turn over a new leaf during 1933. By maintaining silence they are doing both themselves and their fellow legionnaires in other territories a grave injustice. United Artists success depends upon united action, a mutual exchange of ideas and enthusiastic cooperation. Don't waste a good showmanship stunt by keeping it a secret. That's not only false modesty - it's downright selfishness. Tell us about it and we will broadcast it in this house organ, so that others may benefit by it. At the same time YOU get the credit for it, and YOU profit by the merchandising suggestions the others send in. Let every managing director and branch manager make this one of his New Year's resolutions: to send in regularly all news, clippings, tradepaper ads, photographs, exploitation campaigns - in fact, everything pertaining to advertising and publicity that originates in his territory - to the Home Office. All such material should be addressed to Samuel Cohen, Manager Foreign Publicity and Advertising Dept.

MISTAKES

When a plumber makes a mistake, he charges twice for it.
When a lawyer makes a mistake, it's just what he wanted, because he has a chance to try the case again.
When a doctor makes a mistake, he buries it.
When a judge makes a mistake, it becomes a law of the land.
When a preacher makes a mistake, nobody knows the difference.
When an electrician makes a mistake, he blames it on induction; nobody knows what that means.
When an Editor makes a mistake, it's unpardonable!

ACKNOWLEDGMENT

Numerous Christmas and New Year's greetings from all parts of the globe have poured in on Mr. Kelly, Mr. Mulrooney, Mr. Cohen and other members of the Home Office foreign department staff. As it would be physically impossible to acknowledge each one individually, AROUND THE WORLD, on their behalf, desires to thank most sincerely the thoughtful senders of these holiday messages, and to extend to them the compliments of the season. Happy New Year to all!

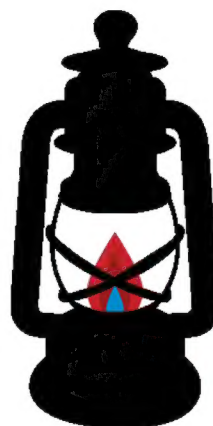
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